
Request for Proposals

City of Columbus Website Redesign

Date: August 14, 2015

Project Location: City of Columbus, Indiana

Response Due Date and Time:

The City of Columbus, Indiana (“the City”) is requesting proposals from qualified firms for providing professional services to migrate existing information from the current city website onto a hosted wordpress.com site. In addition, the city is requesting a number of additional new features and functionality to be added to the new site that does not currently exist.

For more information about our current website please visit the City of Columbus website at: www.columbus.in.gov

Project Scope

The project will be completed in three phases:

- Establish new hosted wordpress.com site for the city, and provide theming and color schemes in line with the existing city website.
- Copy existing content from the current city website to the new hosted website. Existing content includes descriptions of city departments and services, files and promotional materials hosted by the website, and the integration of the city’s video streaming service. In addition, there are a number of custom integrations that will need to be preserved at the following URLs:
 - <http://columbus.in.gov/city-hall/video-streaming/>
 - <http://columbus.in.gov/planning/> (map integrations)
 - <http://columbus.in.gov/planning/infill/> (map integration)

Include a migration plan and time for city officials to review the migrated contents before the city makes the switch to the new site.

- Add plugins and functionality that provides the following services:
 - Site-wide SEO integration
 - Police/Fire Department – ability to complete and submit program applications via online form.
 - Various Departments – ability to donate directly online
 - Animal Care – lost and found feature via form submission
 - Transit – Interactive map integrated with transit software to show where busses are in real-time
 - Transit – Interactive map to give a rider the understanding of what routes are closest to their location
 - Redevelopment – Add maps of downtown locations showing parking
 - Additional content and information as decided between the city and the chosen respondent

It is anticipated that the phase 3 work will require certain amounts of due diligence and may be quoted on a projected hourly rate.

Deliverables

The selected respondent will provide an overview of how best they will accomplish the three separate phases of the project. Each phase should be quoted individually. Include a timeline of steps and anticipate dates of project completion referenced to the start time.

The city anticipates awarding each phase based on the final results of the previous phase. The city is under no obligation to award subsequent phases to the same vendor.

Proposal Submittal Requirements

Respondents shall submit five sealed copies of their proposal by the date and time included in this RFP. The outside of the envelope should clearly be marked with "City of Columbus Website RFP." Proposals shall be limited to a maximum of 30 pages – 8½ x 11 inches, single-sided (or fifteen such pages double-sided). The limit of 30 pages does not include the transmittal letter, proposal cover, or section dividers. Transmittal letters are not to exceed one page in length. Interested respondents are encouraged to team with other firms as necessary to fulfill the requirements of the project. Submitted proposals should include the following items:

- **Company Information** – Provide the name of the company, its address and contact information, and the location of the office from which the work will be completed. If sub consultants will be used, please include the same information for all teaming partners as well as the percentage of work to be completed by each firm.
- **Qualifications** – Provide the qualifications of the firm and the staff members who will be assigned to this project. Please do not include information for staff who will not regularly participate in this project.
- **Experience** – Provide relevant project experience, including project descriptions. Please list the reference person and contact information for each project.
- **Project Approach** – Demonstrate the consultant's understanding of, and approach to, the project. This should include a list of actions to be taken, and/or resources used, to complete the project. Also included should be a description of project deliverables.
- **Schedule** – Provide a general project schedule that is consistent with the proposed project approach. The schedule should identify key project milestones and deliverables.
- **Fee Proposal** – Provide an estimated lump sum fee for completing the proposed work for each phase. Please provide the fee structure for changes in project scope.
- **References** – Please provide three references for similar projects.

Submit to:

City of Columbus
Clerk-Treasurer's Office City Hall
123 Washington Street
Columbus, Indiana 47201

Submit by:

September 29, 2015 9:00AM

Contact for Questions:

Matt Caldwell
Telephone: (812) 376-2501
Email: mcaldwell@columbus.in.gov

Selection Process

The consultant shall be selected based on the following criteria:

- The ability to provide the requested services;
- Demonstrated qualifications and experience of the firm;
- Proposed project approach;
- Proposed fee; and
- Quality of references.

The fee proposal will be an important factor in the evaluation of responses; however, the City of Columbus may select the proposal that demonstrates the "best value" in meeting the objectives of the RFP rather than selecting the lowest cost bidder.

Other Information

The sealed proposals received prior to 9:00 a.m. on September 29th will be opened publicly September 29th as part of a regular Board of Public Works and Safety meeting, which commences at 10.00 a.m. Only the names of the companies responding will be disclosed so as to avoid disclosure of contents to competing bidders during the evaluation and negotiation process. All documents submitted as part of the bidder's proposal will be deemed confidential during the evaluation process. Bidder proposals will not be available for review by anyone other than the evaluation team or its designated agents.

The awarding agency reserves the right to reject any and all proposals, to award the contract to other

than the highest proposer, to negotiate the terms and conditions of all and/or any part of the proposals, and, in general, to make the award in the manner as determined to be in their best interest and its sole discretion.

The awarding agency is not responsible for any costs or expenses incurred in preparing and submitting information in response to this RFP.

All material submitted will become the property of the awarding agency. Late proposals, and faxed or e-mailed proposals, will not be accepted.

The awarding agency or its designee may request, after the submission date, additional information or written clarification of a proposal. However, proposals may not be amended after the submission date unless permitted by the awarding agency.